



City of Hampton, VA Meeting Minutes City Council

22 Lincoln Street
Hampton, VA 23669
www.hampton.gov

*W. H. "Billy" Hobbs, Jr.
Will Moffett
Chris Snead
Molly Joseph Ward, Mayor*

*Christopher G. Stuart
Donnie R. Tuck
George E. Wallace*

*Staff:
Mary Bunting, City Manager
Cynthia Hudson, City Attorney
Katherine K. Glass, CMC, Clerk of Council*

Wednesday, August 8, 2012

1:00 PM

Council Chambers, 8th Floor, City Hall

CALL TO ORDER/ROLL CALL

COUNCILMAN WILL MOFFETT PRESIDED

PRESENT: W. H. "Billy" Hobbs, Jr., Chris Snead, Donnie R. Tuck

ABSENT: Christopher G. Stuart, George E. Wallace, Molly Joseph Ward

City Attorney Ms. Cynthia Hudson welcomed everyone to the afternoon session. She stated Mayor Ward is not present; however, is expected to join the meeting later. She stated Vice Mayor Wallace would normally preside in the Mayor's absence; however, he is also absent, and therefore, our rules of order call for the remaining Councilmembers to decide who will to preside until one of the regular presiding officers arrives. She deferred the meeting to Councilman Moffett as the most senior member of Council to request the motion.

Councilwoman Snead made a motion for the body to select Councilman Moffett to preside over the meeting in the absence of the Mayor and the Vice Mayor. The motion was seconded by Councilman Tuck and received affirmative votes from the four members of Council who were present: Councilman Hobbs, Councilman Moffett, Councilwoman Snead, and Councilman Tuck.

Councilman Moffett called the meeting to order. He stated Mayor Ward is expected to arrive shortly, and while Vice Mayor Wallace is absent, we will proceed and conduct business as usual considering there are only three agenda items which require no action. He then asked Clerk of Council Ms. Katherine Glass to call the roll.

Councilman Stuart was not present at the time of roll call, but arrived shortly thereafter at 1:09 p.m.

AGENDA

1. 12-0325 Briefing on Citizens Satisfaction Survey

Ms. Bunting described the satisfaction survey process for the benefit of those who may not be familiar with it. She stated the survey has been in place for many years predating her tenure with the City which is in excess of 20 years. Initially, the survey was done on an annual basis; however, it was determined that the trends did not change much from year to year, and therefore, approximately seven years ago as a budget saving measure, it was changed to an every two year process. She explained that the survey is randomly and scientifically based and is used to measure community satisfaction with City services and overall direction of the City including the quality of life in our community. Ms. Bunting added that she is pleased with the survey results and looks forward to the discussion following today's presentation. She then introduced Communications Strategist Ms. Robin McCormick to give the presentation. A copy of the presentation is attached to the minutes.

Ms. McCormick greeted those on the dais and made the following report regarding the citizen satisfaction survey. She stated we asked citizens whether they were highly satisfied, satisfied, dissatisfied or highly dissatisfied with specific services. The goal is to have 80% satisfaction; and therefore, any service which falls below 80% needs to be revisited. Some services rank higher than others which is usually a result of what the service is, but does not mean the people doing them are doing a bad job. For example, everyone loves the Fire Department whereas Streets and Roads rank lower.

Ms. McCormick reviewed the methodology of the survey depicted on slide 3 of the presentation. She stated approximately 20% of the respondents were reached via cell phone and 80% were reached via landline. More than 300 households were surveyed to ensure proper demographic representation and representation from all of the zip code areas in the City. She noted the survey is rather long, consists of approximately 80 questions and takes approximately 18 minutes to complete. She thanked the participants for their patience and time.

Ms. McCormick elaborated on slide 4 of the presentation which lists information regarding who participated in the survey. She stated the average participant was 47 years old, has lived in Hampton for an average of 24 years with an average yearly income of \$60,000. Seventy-three percent of the participants were homeowners, 10% were active duty military, 50% were white, 42% were black and 8% other.

Ms. McCormick reviewed slides 5-32 of the presentation which list some of the questions asked in the survey related to what defines Hampton as a City. She stated questions were asked regarding quality of life, input and knowing how to inform the City about issues, how management listens, fairness, availability of information, overall work performance of employees, courtesy of City employees, traffic flow in neighborhoods, safety in neighborhoods, overall appearance of the City, beautification and landscaping, traffic flow on main roads, condition of the main roads and the condition of neighborhood streets. The presentation includes a graph showing what percentage of citizens were satisfied and what percentage were dissatisfied in each area as well as a corresponding trend line graph which shows satisfaction and dissatisfaction levels from 1996 to the present year.

Ms. McCormick noted the condition of neighborhood streets satisfaction level was 65%, and therefore, she spoke with the Public Works Department anticipating questions or concerns regarding the low number. She explained Public Works does surveys every year and is aware that approximately 50% of our streets are not in the condition they

would like for them to be in; however, it is a matter of funding and what City taxpayers want to pay to remedy the problem.

Councilman Stuart commented that there is a vital role that citizens can play, for example, self-reporting of potholes. Ms. Bunting agreed and added we do take reports of potholes, other road conditions and any matter via the 311 call center which is available every day of the week from 7 a.m. to 11 p.m. She then noted when citizens call the 311 call center, they receive an estimated time frame as to how long it will take to respond to that concern. She noted we do have road crews who try to catch those types of issues; however, do miss them on occasion and encouraged citizens to report those problems to the 311 call center.

Ms. McCormick reviewed slides 33-72 of the presentation which lists survey questions regarding service delivery and how City services measure against expectations. She stated questions were asked regarding fire services, paramedic and ambulance services, garbage collection, police, curbside recycling, the 311 call center, public libraries, community centers, cultural and arts programs, youth sports, City parks, parenting programs and resources, public health, applying for a permit of any type, Hampton Coliseum entertainment, social services, encouraging appreciation of diversity (Unity Commission workshops), adult recreation activities, public beaches and public schools. The presentation also includes a graph showing what percentage of citizens were satisfied and what percentage were dissatisfied in each area as well as a corresponding trend line graph which shows satisfaction and dissatisfaction levels from 1996 to the present year.

Ms. McCormick noted that out of approximately twenty City services, only one ranked below the 80% benchmark.

Councilman Moffett referenced the statistic from the presentation which shows 64% of our residents visited a City park and asked if that meant 64% of the people who responded to the survey visited a City park. Ms. McCormick replied "correct" and added that since it is a scientific survey, you can extrapolate that within plus or minus 5%, it is roughly true of the population.

Ms. McCormick stated there were a few categories in the survey where people stated they did not know enough about the category to answer the questions, and therefore, they simply did not respond to those questions. She further noted that those numbers were dropped out of the survey altogether and not put in either category of satisfied or dissatisfied.

Ms. McCormick noted that the public beaches category was incorporated in the survey for the first time this year, and therefore, there is no trend data for that category. She noted we added it to the survey because City employees think of Buckroe and the public beaches as part of the parks; however, the public does not always know that the beach is a park, and therefore, it was posed as a separate question. She said this category rated slightly lower than the rest of the parks.

Ms. McCormick noted that the Public Schools category was the only service which ranked below 80%. For the benefit of the public, Ms. Bunting explained that the Public Schools are not actually a City service. Ms. McCormick agreed and stated that the School Board is separately elected and not managed by this body (Council).

Ms. Bunting then added that the School system requested the question be included in the survey since we were doing the process using an external firm, so it was included as a courtesy. Ms. Bunting reiterated the importance of the public understanding that Council does not legally have authority over the School System.

Ms. McCormick continued her presentation. She stated at the end of the survey, the participants were asked to disclose the one thing they think the City should focus on. She said improving schools and reducing crime were the top two things mentioned. The top five categories are listed on slide 73 of the presentation. She noted that 9.20% of surveyors stated they had no complaints which ranked ahead of improving roads and requesting more police patrols. She said this fact reinforces the rest of the survey which shows that the bulk of the people are happy. She added that there were other questions on the survey; however, these were the areas which covered the City as a whole.

Ms. Bunting noted the members of Council received a copy of the complete survey and today's presentation by Ms. McCormick is a summary of the information for the benefit of Council and the public. She also noted now that Council has been presented with the information, staff will endeavor to get copies placed in the public libraries.

For the record, Councilman Stuart stated this would be impressive if it was a singular occurrence. However, because we have the benefit from approximately 1996 to today, it shows that the continuous efforts on the part of City staff and elected officials results in a fairly happy populous. When you take care of the large things, then you can fine tune your efforts. He added this gives us marching orders in which direction to go. He noted that in his opinion, not including the school question would have raised more eyebrows.

Ms. McCormick noted the school topic is tricky because the public thinks of it as a City service which technically it is; however, is done by a different body than the rest of the services.

Councilwoman Snead said considering the reduction in force and the reduction in the budget, this survey shows how hard staff is willing to work to keep the citizens of Hampton happy. She thanked and commended Ms. Bunting, the staff, the Department Heads and the City employees for their efforts.

Ms. Bunting agreed with Councilwoman Snead's comments regarding our dedicated staff and added she was pleased by the survey results. She said sometimes listening to the national and/or regional media, people get the impression that public servants are lazy or don't care; however, our citizens see something completely different in their public servants. She assured Council and the public that all of our public servants come to work because they want to make this community a better place. She added the accolades that Council members provide are meaningful, yet they (public servants) look forward to these results and take pride in knowing they are making a difference. She also added that this is something we use as part of our continuous improvement culture and is something that most if not all members of the organization are aware of and fully anticipate.

PRESENTED by Robin McCormick, Director of Communications and Marketing.

2. 12-0324 Briefing on City Logo / Branding

For the benefit of the citizens, Ms. Bunting elaborated on why we undertook this effort. She stated when reviewing our many departments and services, we found that there are dozens of logos representing the City; however, the best wisdom regarding how to ensure there is brand recognition within and outside of the City is to have one consistent look and feel (to our logo). She said when we did the update to the Strategic and Community Plan last year, citizens questioned why we don't have a more consistent look and feel (of the logo) to the extent we have a corporate logo that is very outdated. She continued stating two decades have passed since we have updated the logo, and therefore, Ms. McCormick has been tasked with updating our corporate logo.

Ms. Bunting introduced Ms. McCormick to give this presentation. A copy of the presentation is attached to the minutes.

Ms. McCormick stated this will be a difficult process since it is impossible to make everyone happy; but, hopefully everyone will rally behind whatever is selected. She reminded everyone that the logo selected will not necessarily be the logo forever because images do change. She noted that corporations are usually better at this type of project than municipalities and said whatever logo we have is a step in our evolution. For example, slide 2 of the presentation shows how Wal-Mart began with a stage coach type of logo and moved to more modern logos over the years. Slide 3 of the presentation shows how overtime Apple's logos were vibrant, colorful, and different while providing simplicity and grace, whereas Pepsi, shown on slide 4, began with a traditional logo eventually modernizing to the new Pepsi generation. Ms. McCormick stated this lets us know that we have to not only think about what Hampton is, but also about what Hampton is becoming, and therefore, we need a logo which will last 10-12 years and we have to think about how we can continue to tweak and change it to make sure it is relevant.

Ms. McCormick stated we started the process by reviewing logos from other localities and found many of them have a logo similar to ours consisting of big type. Examples of these logos are shown on slide 5 of the presentation.

Ms. McCormick stated the logo will not change our official seal because that is our ceremonial identity; however, it is not effective on things such as license plates and mugs, so we need something which is simpler which can be reproduced smaller. She then reviewed slide 7 of the presentation depicting the evolution of our logo and stated Hampton has a lot of claims to fame but we don't have just one, making it difficult to brand. She reviewed slide 8 of the presentation showing the unofficial current logo which is acceptable, but does not have an image or promote pride and a real identity. She reviewed slide 9 of the presentation which shows numerous logos used throughout various City departments and groups and stated this is a cacophony of images which do not connect.

Ms. McCormick continued her presentation. The next step in the process of creating a new logo was to find out from the public what they love about Hampton and what makes Hampton special to them. She reviewed slide 10 of the presentation which lists the top eight things people love about Hampton. She added that slide 11 lists the values that consultant Mr. Yaromir Steiner stated were common to those who were interviewed.

Ms. McCormick stated the next step was to incorporate the things listed in slides 10 and 11 into a logo. This lead to testing some of the different things and logos displayed on

slide 12 of the presentation. Several different designers worked on the logo, and the original logo plan was included in our website redesign; however, we decided that the logo we have had for over 25 years "from the sea to the stars" had the history to the future idea. We asked the designers to keep in mind the themes "from the sea to the stars" and that Hampton is "crab town". She noted the designs on slide 12 of the presentation were not selected; however, slides 14-17 unveil the four finalists selected from website input, community groups, business improvement districts and exchange club meetings. She stated staff is launching an input process on the website and on Facebook so that people can vote. It is not a strict democracy, and will be much like the budget where the citizens' views will inform us. For example, if the Economic Development Department determined that whatever is selected will not work for attracting business, we would listen and back down. She continued stating we are asking people to think about this personally, for example, to think about which one of the logos they would wear on a tee-shirt, want on a coffee mug, put in the window of their car or business and which one makes them feel good and says "I am from Hampton".

In response to Ms. Bunting, Ms. McCormick discussed how the four finalists' logos were selected. She explained it was important to have a logo which represents Hampton's water tradition, the crab and seafood aspect which ties into Hampton's history and to incorporate "From the Sea to the Stars". We specified we wanted the color blue which echoes the water themes and has continuity from what we have done in the past. The stars have to do with NASA and Aerospace technology and reflect military history and symbolize that we are reaching for the future. There were numerous entries which incorporated the crab. However, many people did not like the crab idea; so, the designers came up with the logo on slide 14 which incorporates a boat, is simple and has a lot of white space.

In response to Ms. Bunting, Ms. McCormick discussed the colors in the logo. She noted the colors are not set in stone and can be adjusted. She explained blue represents water and gold reflects a gold medal or first class accomplishment. She explained the image on slide 15 uses some green and the "H" symbolizes a pier which represents water, but at somewhat of a different angle. The water represents fishing or sightseeing on a pier or along the water to many people. She added that both logos with the crab echo the crab on the seal in which he is reaching for the mercury rocket which was a little outdated, so they decided to work with the star idea instead. She noted the crab on slide 17 was created because people felt the one on slide 16 appeared cartoony and desired a more literal crab.

Ms. McCormick continued stating it was important for us to incorporate not only what works for today, but also what the people will not be tired of seeing in ten, twenty or thirty years.

Councilman Stuart asked if there will be more control from a Marketing standpoint instead of the Unity Commission simply declaring a logo. He then asked will it flow through Marketing Inc. who will take the font and graphics chosen to make sure all communities can use it and how Ms. McCormick foresees tying this in with City departments as well as neighborhoods and the other things mentioned where there is lack of uniformity.

Ms. McCormick replied this would be used in addition to outside agencies' own logos and secondary to their logo; however, for City departments, the logo would be the same

on the website, stationery and business cards. However, there would be a way to add in the specific department name so that it would have a similar look and feel. She added we would not repaint signs or order stationery all at once; instead, we would launch the website at once, and phase in the other higher cost items.

Mayor Ward arrived to the meeting at 1:40 p.m.

Mayor Ward commented that in her opinion it is important for the logo not to be dated. For example, in her opinion, the "H" may have been appropriate when it was designed, however, now it looks like it is from a different era. Ms. McCormick added it is important to revisit and revise the logo approximately every ten years in order to keep it alive and in order to have a process for updating our look.

Ms. Bunting encouraged everyone to visit the website to express their opinion. She said there are many factors that have to be taken into account and we did not want to make a final recommendation to Council without ensuring everyone had an opportunity to weigh in. She noted after a two week time period, staff will share the results of the community input and return to Council with a recommendation.

PRESENTED by Robin McCormick, Director of Communications and Marketing.

3. 12-0320 Briefing on the Status of Ft. Monroe

Mayor Ward stated she was late for the afternoon session because she was having lunch and participating in a tour, guided by the National Park Service, with the Chair of the Department of Environmental Quality for the Obama Administration Ms. Nancy Sutley. She explained Ms. Sutley visits localities all over the country and has had a desire to visit Hampton ever since she read the story about Fort Monroe and since attending President Obama's signing of the order declaring Fort Monroe a National Monument.

Mayor Ward continued stating there are many environmental issues with the Fort Monroe Authority (FMA) negotiations with the Army. Ms. Sutley's department played an important role in terms of negotiations between the Army and the National Park Service with regards to Dog Beach. We were delighted and honored that she and her staff visited Hampton.

Ms. Bunting stated at the last meeting a motion was made and approved by Council to identify in a singular resolution Council's views regarding the Wherry Quarter. She said many concerns and/or allegations were raised during the campaign; and therefore, we felt it was necessary to make clear for the record what we are and are not for. Staff was tasked to draft something that would reflect what we understood the current position to be, and this information was included in Council's Friday package. She said it reflects what she understood Council's policy to be. After putting it on the website, the Citizens for a Fort Monroe National Park (CFMNP) made some suggestions which in her opinion are good.

Ms. Bunting briefly covered the suggestions made by the CFMNP. She said the CFMNP was pleased with the general direction; however, felt we should emphasize the green connection more in terms of watershed protection. The CFMNP provided suggested

language to the Mayor who forwarded it to her and staff for review and comment. Staff supports the language and if Council is comfortable with it, she recommends Council allow staff to incorporate it into the resolution for this evening so that it will be ready for adoption.

Ms. Bunting stated the first suggestion was regarding the whereas paragraph which currently reads "Whereas, for future planning purposes the area defined as the Wherry Quarter should be consistent with plans that support an appropriate green connecting quarter between the National Park Service National Monument management areas" be changed to "Whereas, for future planning purposes the area defined as the Wherry Quarter should be consistent with plans that support a significant green-connection between the National Park Service National Monument management areas". She explained this makes it clear that there is a connection and not just a green corridor. She said staff agrees that this is better language than what was there initially.

Ms. Bunting continued the second suggestion was to change the whereas paragraph which currently reads "Whereas, the Council of the City of Hampton desires to make clear that it is only supportive of development in the Wherry Quarter that is complementary to the National Park Service plans such as that which is limited to tourism, hospitality, recreation and open space concepts and which is of an appropriate scale to the National Park Service goals and objectives" by adding "and does not impact adversely both a significant green connection and viewshed protection" which we think is appropriate.

Ms. Bunting stated the third suggestion was to change the last whereas paragraph, adding "green connection and viewshed protection" language.

Ms. Bunting stated she believes these are improvements and assuming Council will concur, we will make those necessary adjustments and get Council a revised recommended resolution for its consideration and adoption this evening.

Mayor Ward noted these changes better reflect our intent. She then asked for the opinion of present members of Council. Councilman Moffett, Councilman Stuart, Councilwoman Snead, Councilman Hobbs and Councilman Tuck concurred.

Ms. Bunting reported that she, City Attorney Hudson and Director of Federal Facilities Mr. Bruce Sturk visited the YMCA's summer day camp program in order to see the affect the program had on the young people in our community. The program began on June 18th and will end August 24th. She stated she was pleased with how much they did in short order and noted the YMCA is subleasing the community center we have under lease to the FMA. She reported the program served over 500 children on the peninsula including children from Newport News and York County, many of whom had never visited Fort Monroe. The hope is they will encourage family members to visit Fort Monroe.

Ms. Bunting reported that the former Bay Breeze Community Center, now called the Paradise Ocean Club is open and available for use on a fee basis. She added day passes, season passes and remainder of the season memberships can be purchased.

Ms. Bunting reported that the first part of the Wherry Quarter Housing will be demolished beginning August 15th, specifically, the first five buildings in the northern part of the

quarter, property that would eventually transfer to the National Park Service, will be removed. A second phase will take out the remainder of the buildings.

Ms. Bunting reported that at the FMA Board meeting held July 26th, the Master Plan consultant Sasaki provided a working presentation to the FMA Board and other parties including the FMA Planning Advisory Group. A copy of the presentation has been sent to Council in their Friday package and is available on the FMA website. She added that the presentation shared initial concepts; however, additional meetings will be forthcoming. The purpose of the meeting was to provide an update, and the FMA Board did not take action at that time.

Ms. Bunting announced that the Music by the Bay series which replaced the historical Thursday military band concerts is coming to an end. The final concert will be by the Virginia Symphony on August 31st. Several thousand people are expected to attend this free performance. She noted that the Mayor's late mother provided the funds for that symphony concert.

PRESENTED by Mary Bunting, City Manager. Prior to the City Manager's report, Mayor Ward reported that she arrived late to today's meeting because she met with Nancy Sutley, the Chair of the Council on Environmental Quality in the Obama administration, for a tour of Fort Monroe.

THERE WERE NO REGIONAL ISSUES DISCUSSED

NEW BUSINESS

Mayor Ward congratulated the Stuart family on the new member of their family. Councilman Stuart commented that the mother and newborn are doing well.

Mayor Ward called for any additional new business items. As there were none, she called for the motion to go into closed session.

CLOSED MEETING

4. 12-0301 Closed Session as provided in Virginia Code Section 2.2-3711.A.1, .3 and .5

APPROVED

Motion made by: Councilmember Will Moffett

Seconded by: Councilmember W. H. "Billy" Hobbs, Jr.

Ayes: 6 - W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Christopher G. Stuart, Donnie R. Tuck, Molly Joseph Ward

Nays: 0

Absent: 1 – George E. Wallace

- . 12-0322 to consider an appointment to the Virginia Air & Space Museum Board of Directors

NO ACTION REQUIRED

- . 12-0327 to discuss the disposition of publicly owned real property in the Phoebus area of the city, where discussion in open session would adversely affect the bargaining position and negotiating strategy of the city.

NO ACTION REQUIRED

- . 12-0328 to discuss the expansion of an existing business or industry where no previous announcement has been made of the business' interest in expanding its facilities in the community

NO ACTION REQUIRED

Councilman Stuart left closed session before this agenda item was discussed due to a potential conflict of interest.

CERTIFICATION

5. 12-0302 Resolution Certifying Closed Session

WHEREAS, the City Council of the City of Hampton, Virginia, has convened a closed session on this date pursuant to an affirmative recorded vote made in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712D of the Code of Virginia requires a certification by the City Council of the City of Hampton, Virginia, that such closed meeting was conducted in conformity with Virginia Law;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hampton, Virginia, hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the city council of the city of Hampton, Virginia.

ADOPTED

Motion made by: Councilmember Will Moffett

Seconded by: Councilmember Chris Snead

Ayes: 5 - W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Donnie R. Tuck, Molly Joseph Ward

Nays: 0

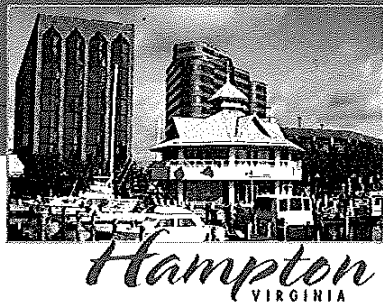
Absent: 2 - Christopher G. Stuart, George E. Wallace

Molly Joseph Ward
Mayor

Katherine K. Glass, CMC
Clerk of Council

Date approved by Council _____

Citizen Satisfaction Survey



Hampton City Council
Aug. 8, 2012



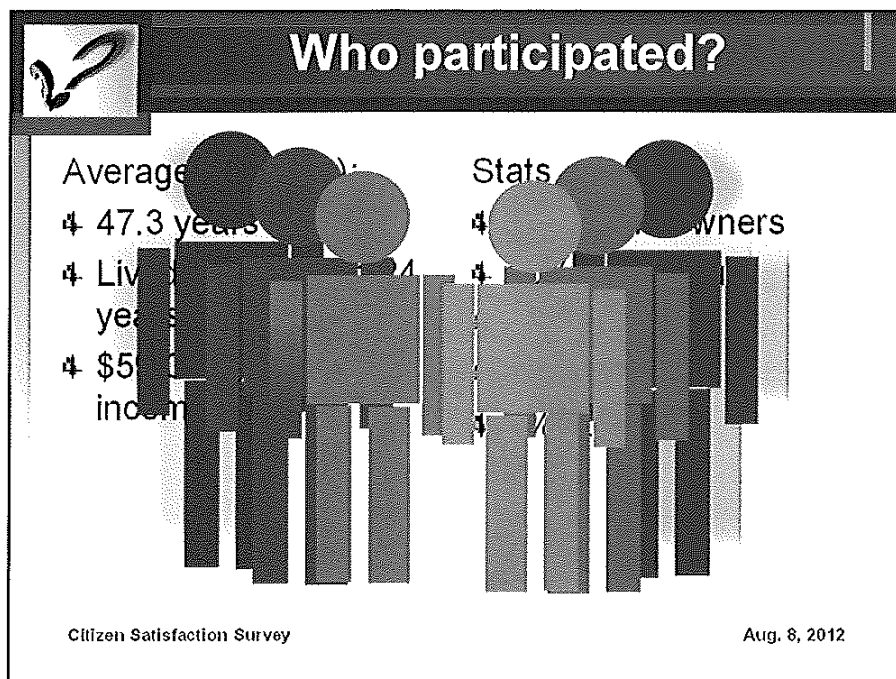
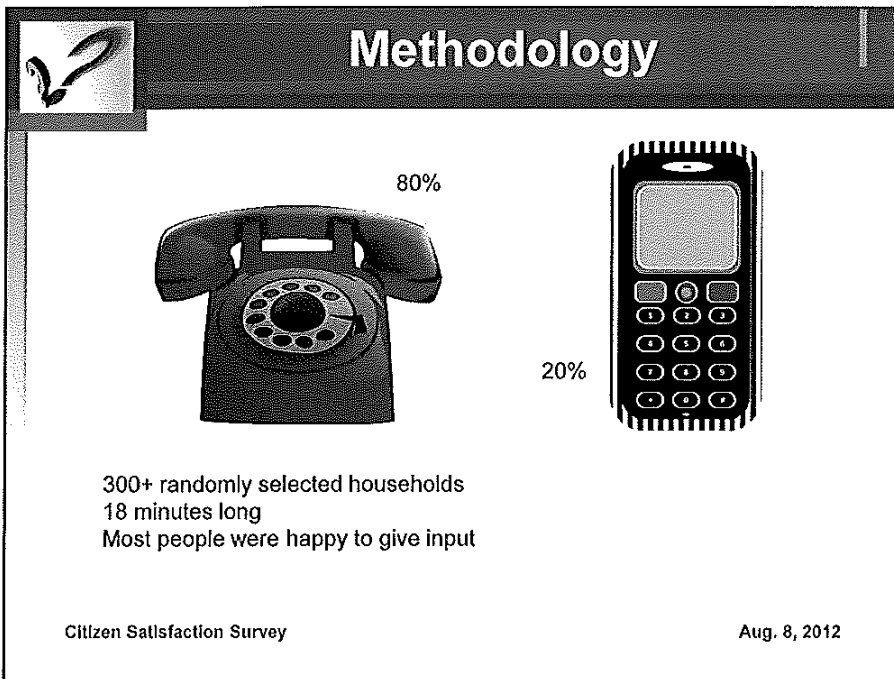
Why do we survey?

- ✦ Begun in 1997
- ✦ Are we meeting expectations?
- ✦ National target is 80% satisfaction
- ✦ Some services traditionally rank higher, some lower across all localities



Citizen Satisfaction Survey

Aug. 8, 2012





Big-Picture questions:

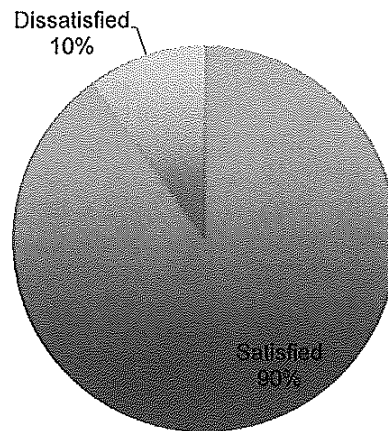
What defines us as a city? How do we do business?

Citizen Satisfaction Survey

Aug. 8, 2012

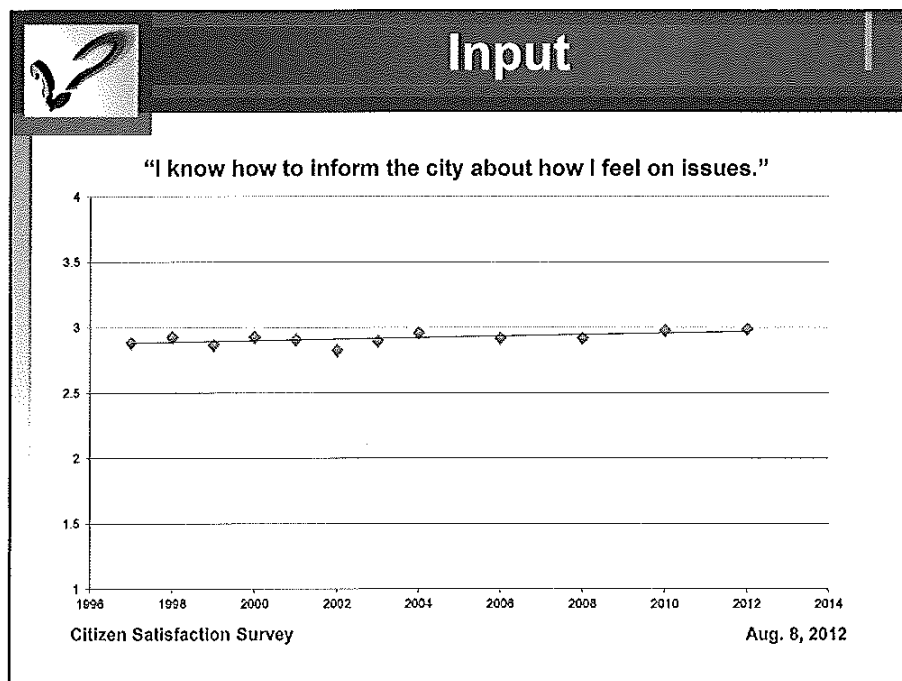
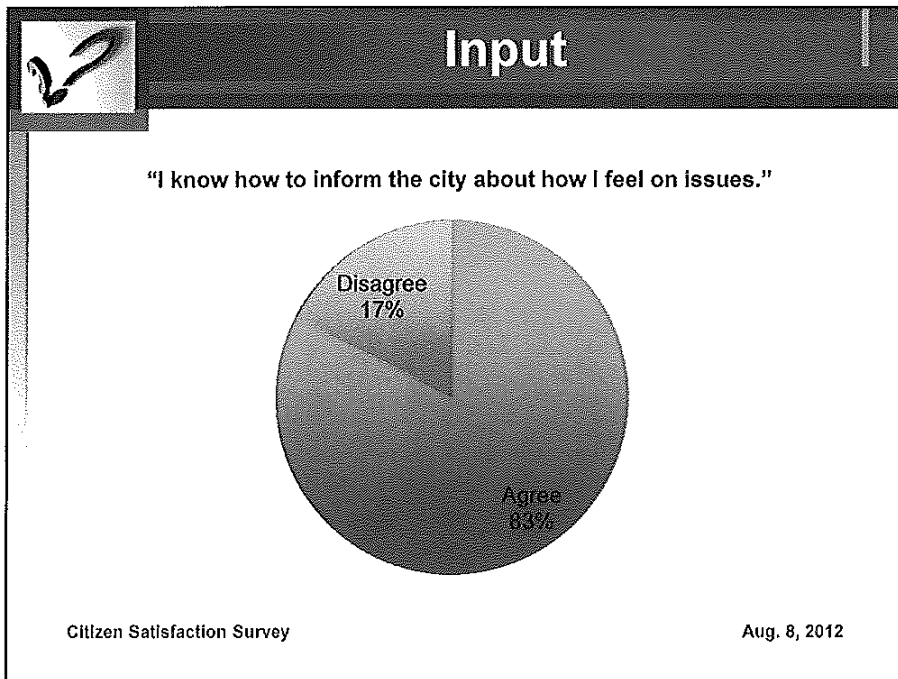


Overall quality of life



Citizen Satisfaction Survey

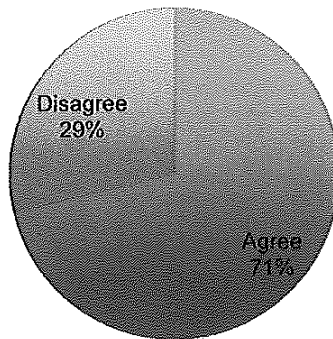
Aug. 8, 2012





Management listens

"Before City management makes important decisions, it considers the opinions of citizens who want to be heard."



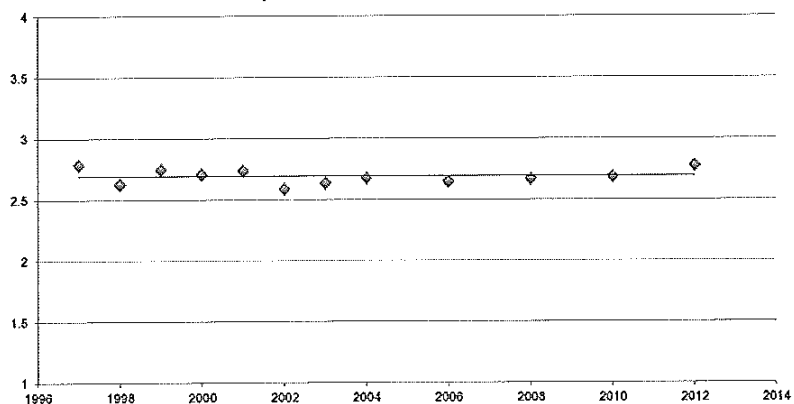
Citizen Satisfaction Survey

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Citizen Satisfaction Survey

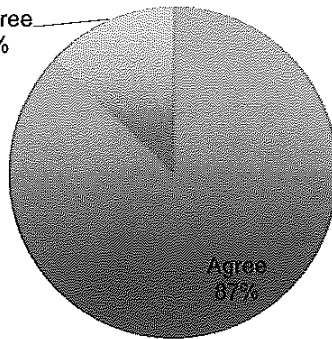
Aug. 8, 2012



Fairness

"Generally speaking, my neighborhood receives the City services it needs."

Disagree
13%



Agree
87%

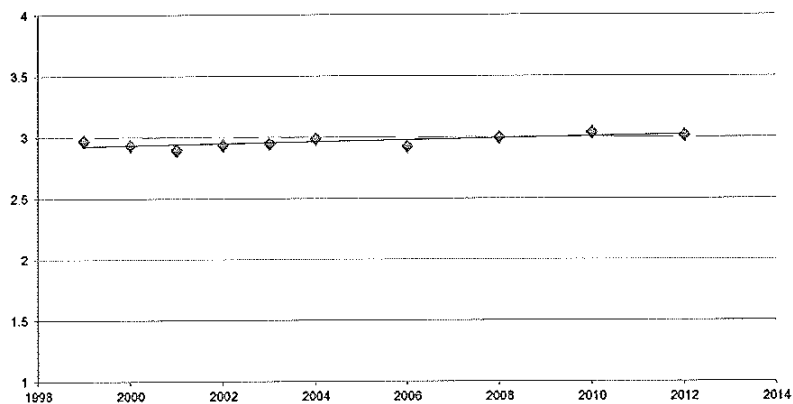
Citizen Satisfaction Survey

Aug. 8, 2012



Fairness

"Generally speaking, my neighborhood receives the City services it needs."

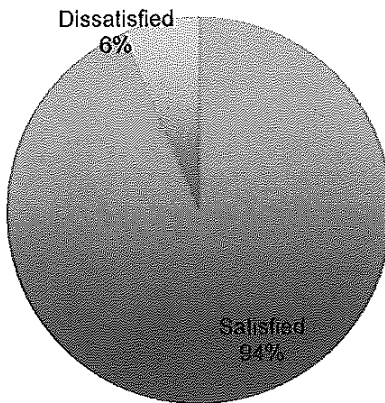


Citizen Satisfaction Survey

Aug. 8, 2012



Availability of information

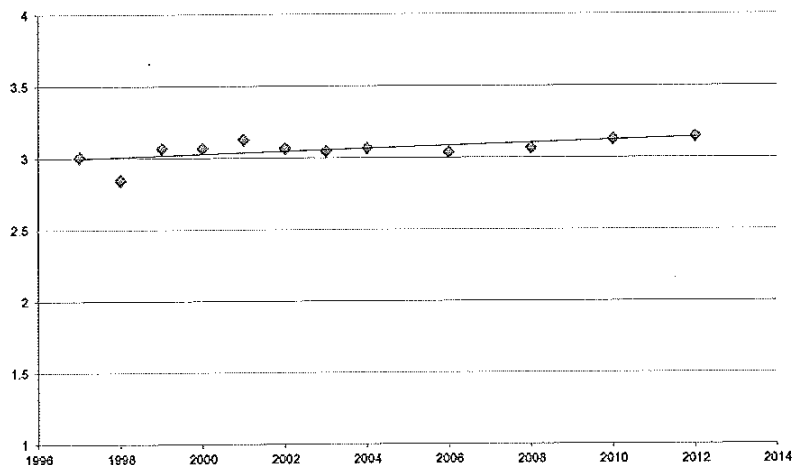


Citizen Satisfaction Survey

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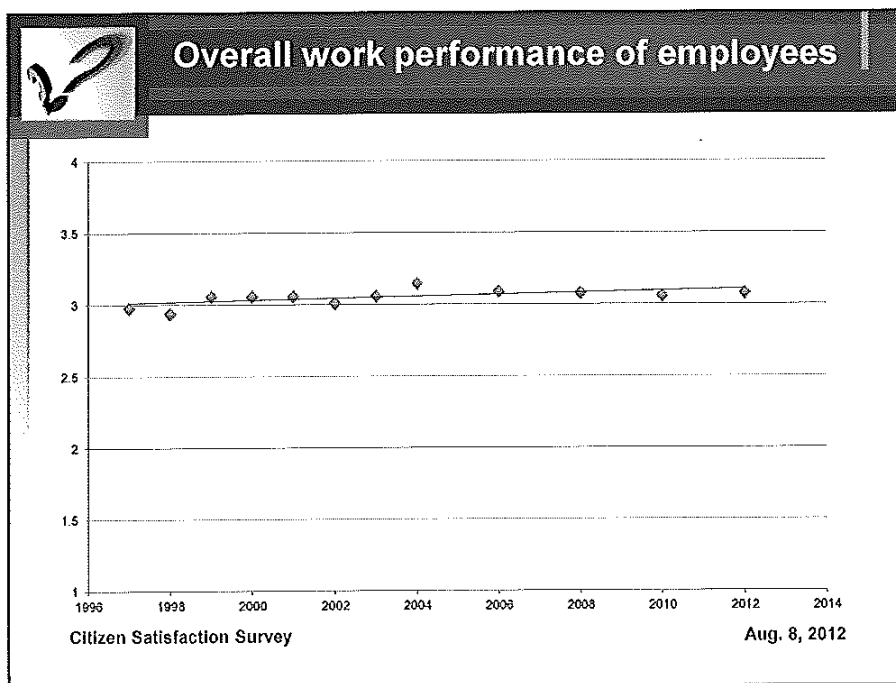
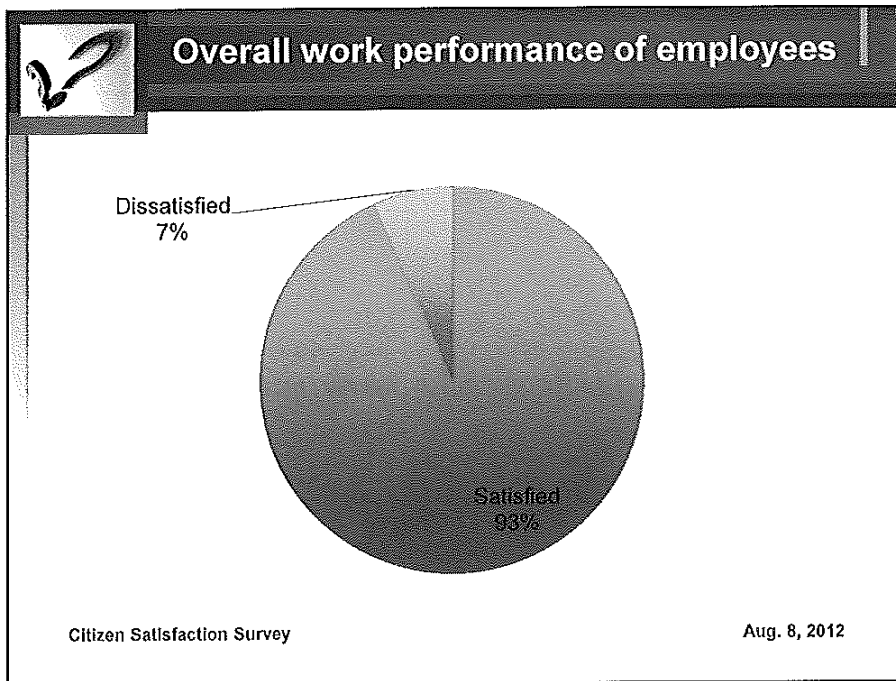


Availability of information



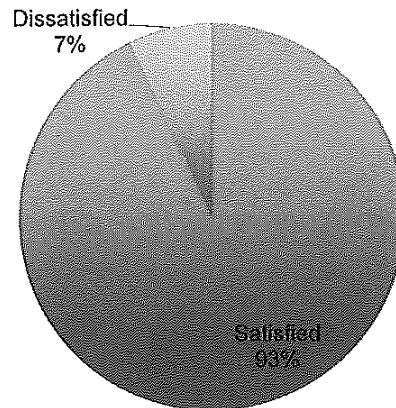
Citizen Satisfaction Survey

Aug. 8, 2012





Courtesy of city employees

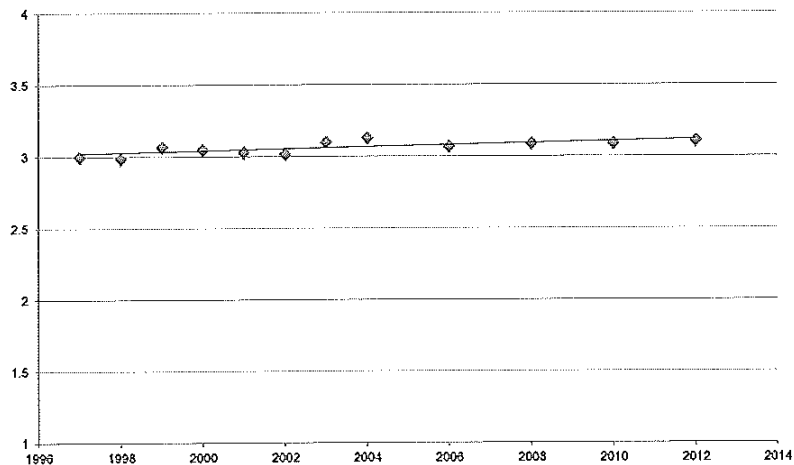


Citizen Satisfaction Survey

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Courtesy of city employees

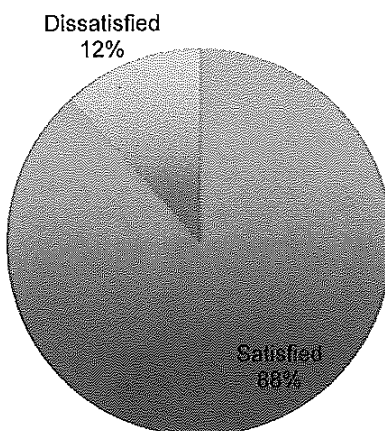


Citizen Satisfaction Survey

Aug. 8, 2012



Traffic flow in neighborhoods

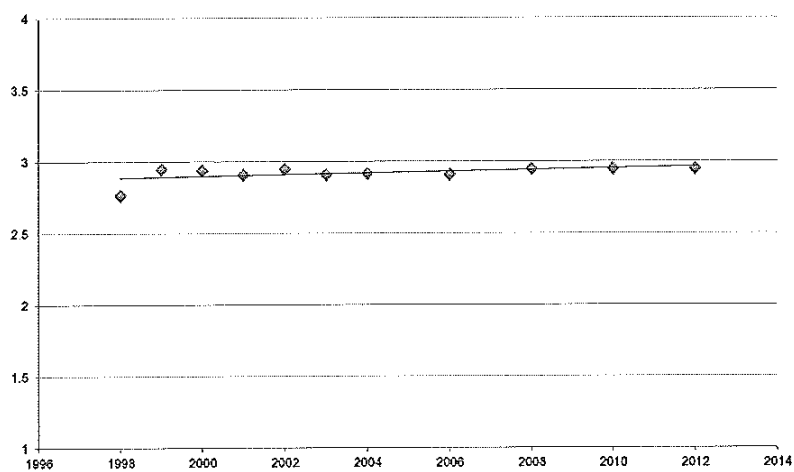


Citizen Satisfaction Survey

Aug. 8, 2012



Traffic flow in neighborhoods



Citizen Satisfaction Survey

Aug. 8, 2012



How safe you feel in your neighborhood

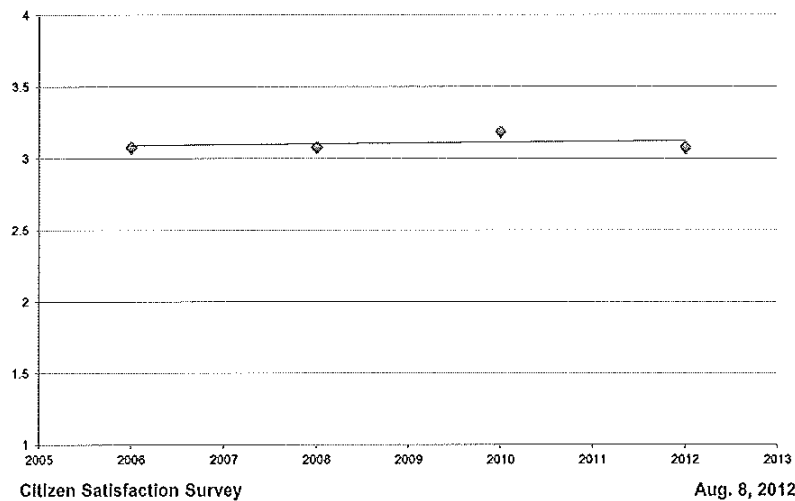


Citizen Satisfaction Survey

Aug. 8, 2012



How safe you feel in your neighborhood

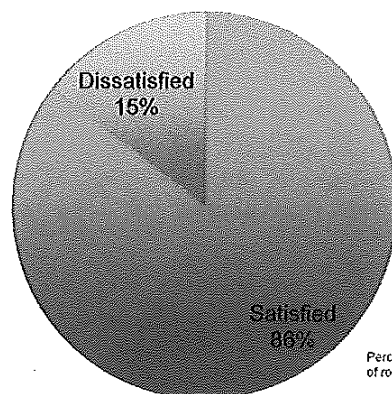


Citizen Satisfaction Survey

Aug. 8, 2012



Overall appearance of city



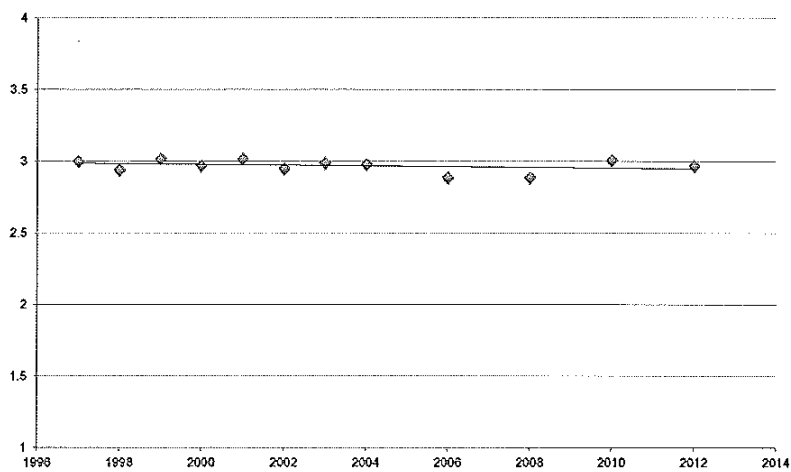
Percentage greater than 100 because of rounding

Citizen Satisfaction Survey

Aug. 8, 2012



Overall appearance of city

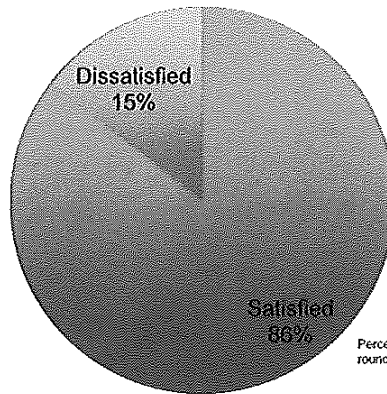


Citizen Satisfaction Survey

Aug. 8, 2012



Beautification & landscaping



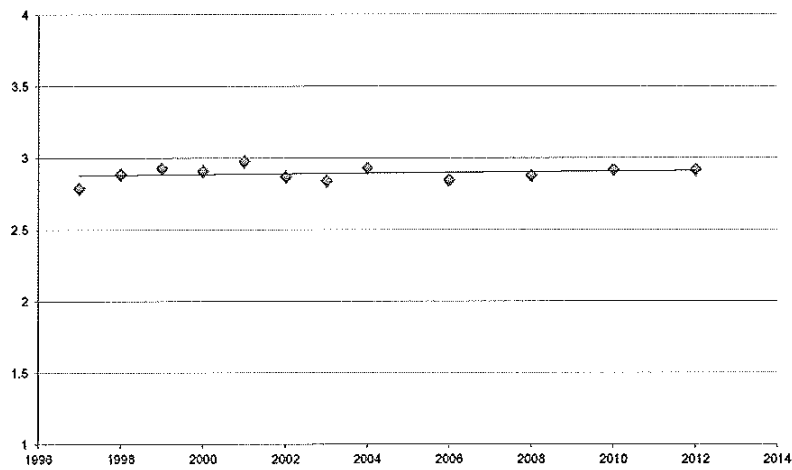
Percentage greater than 100 because of rounding

Citizen Satisfaction Survey

Aug. 8, 2012



Beautification & landscaping

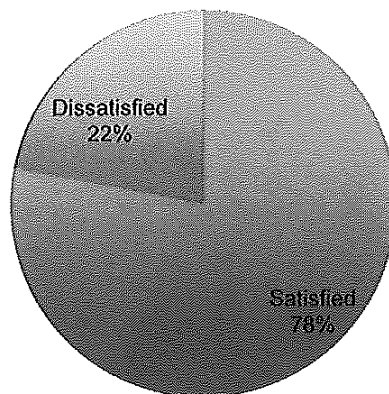


Citizen Satisfaction Survey

Aug. 8, 2012



Traffic flow on main roads

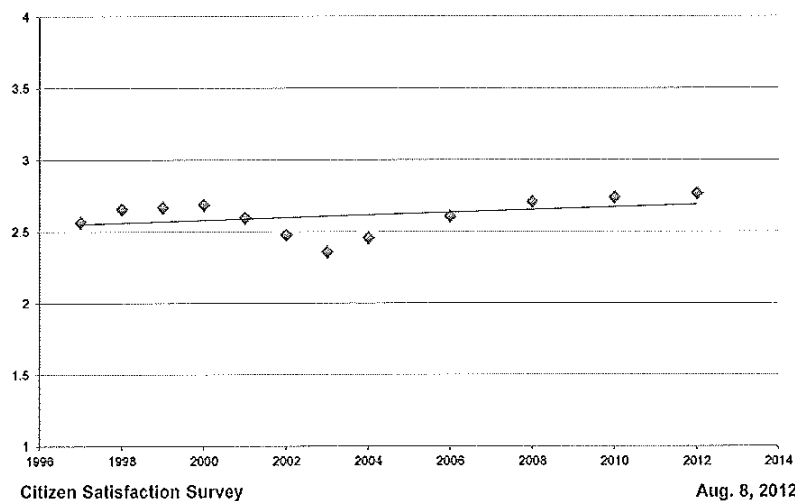


Citizen Satisfaction Survey

Aug. 8, 2012



Traffic flow on main roads

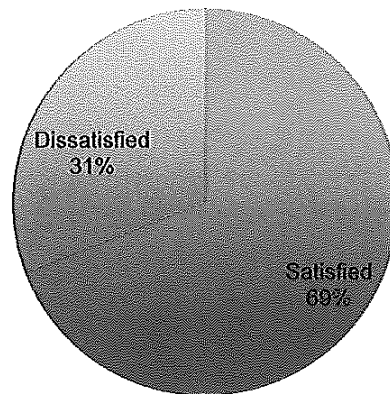


Citizen Satisfaction Survey

Aug. 8, 2012



Condition of main roads

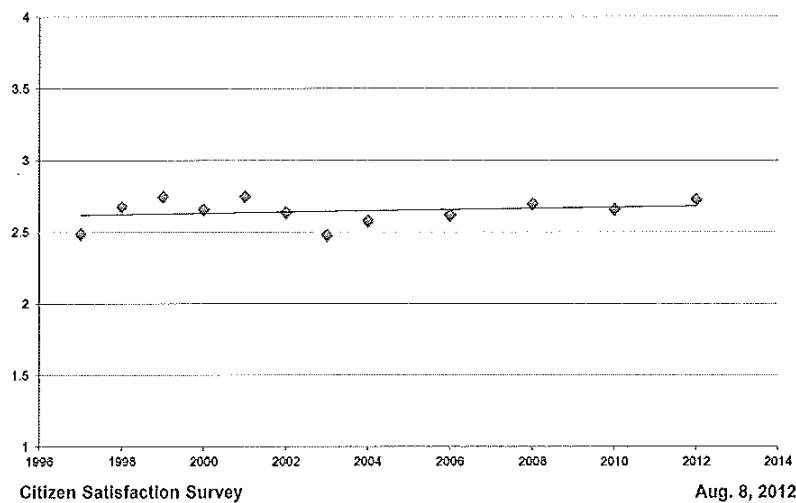


Citizen Satisfaction Survey

Aug. 8, 2012



Condition of main roads

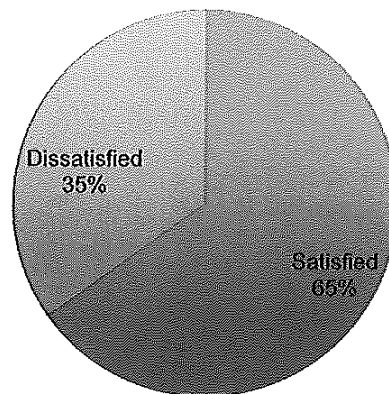


Citizen Satisfaction Survey

Aug. 8, 2012



Condition of neighborhood streets



Citizen Satisfaction Survey

Aug. 8, 2012



Condition of neighborhood streets



Citizen Satisfaction Survey

Aug. 8, 2012



How do city services
measure against
expectations?



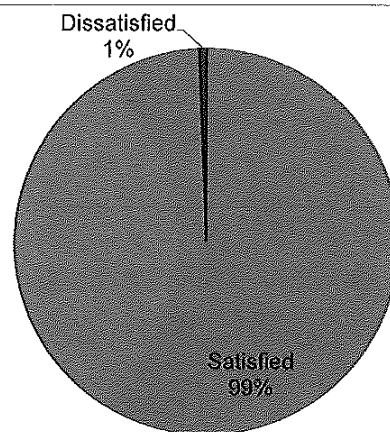
Service delivery: Satisfaction with city services

Citizen Satisfaction Survey

Aug. 8, 2012



Fire services

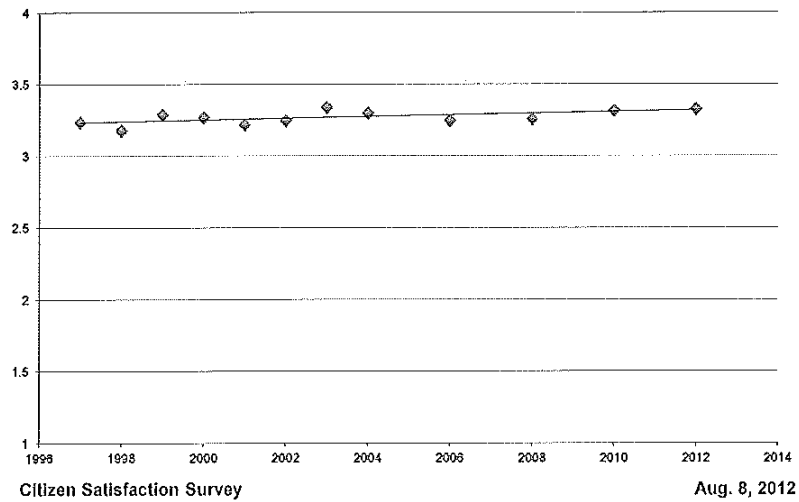


Citizen Satisfaction Survey

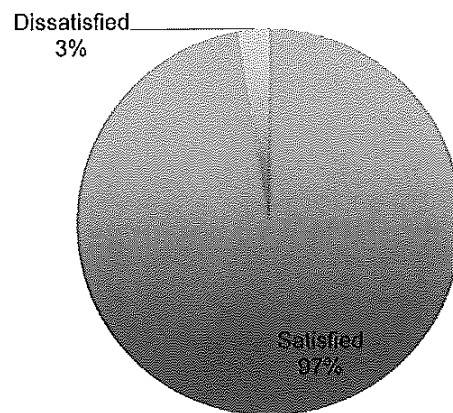
Aug. 8, 2012



Fire services

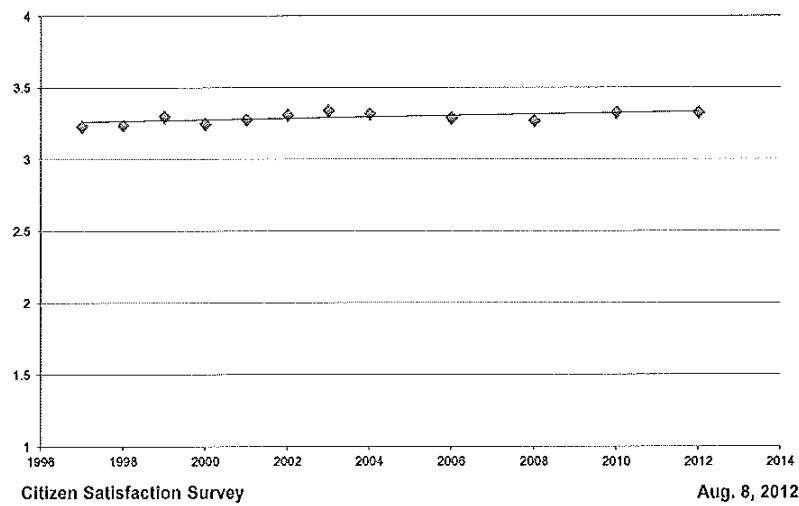


Paramedic & ambulance

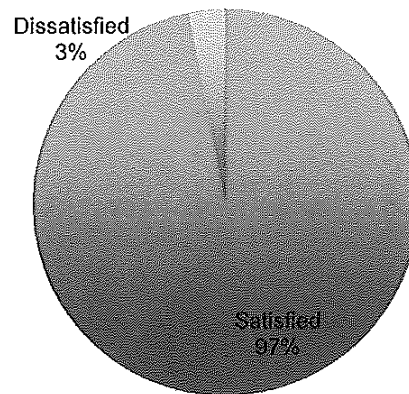




Paramedic & ambulance



Garbage collection

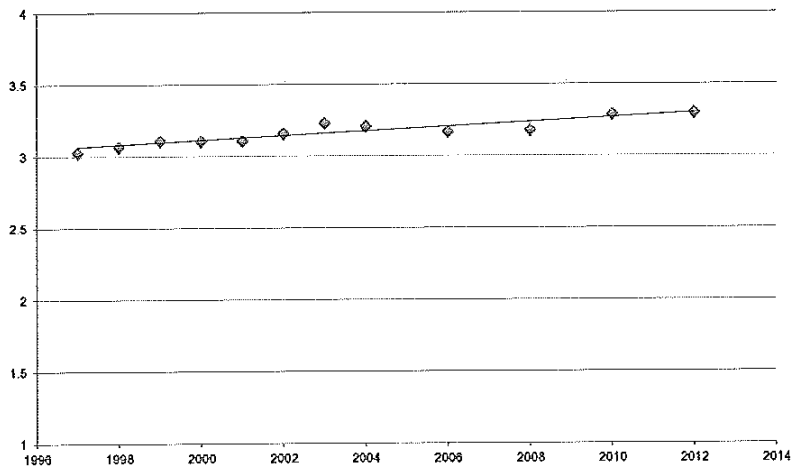


Citizen Satisfaction Survey

Aug. 8, 2012



Garbage collection

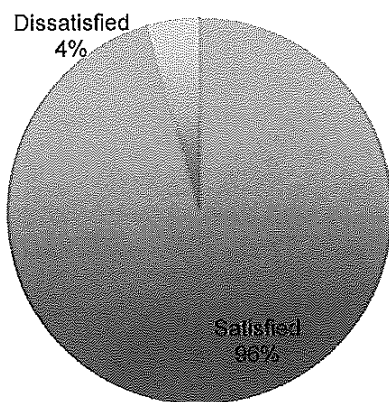


Citizen Satisfaction Survey

Aug. 8, 2012



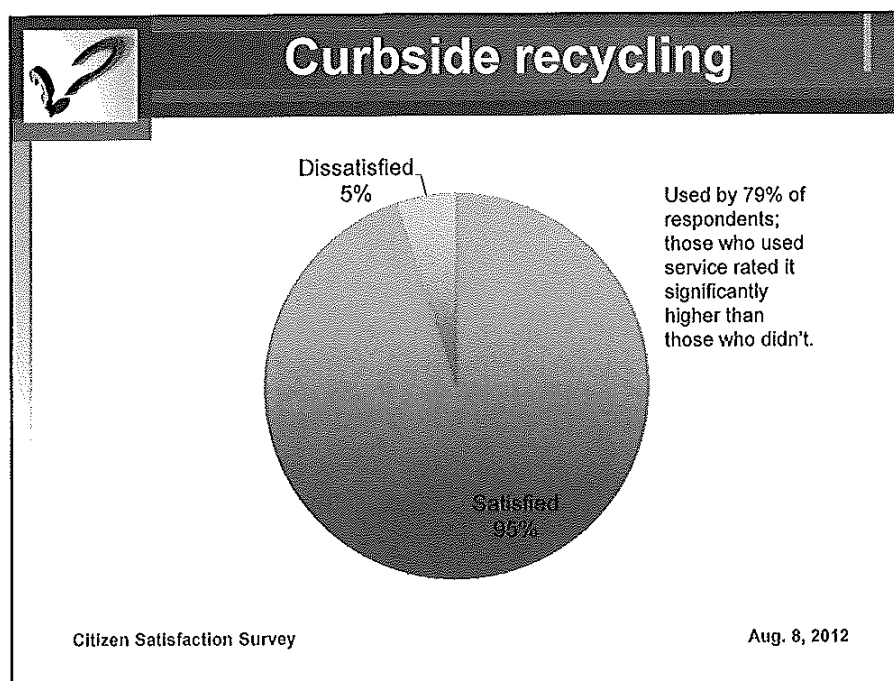
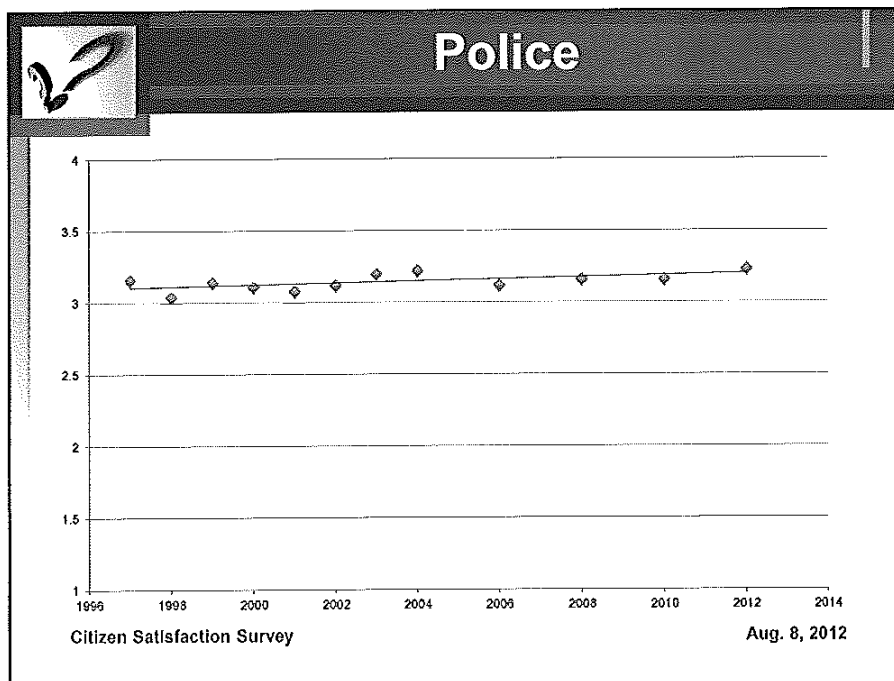
Police



47% had direct contact with department in past 12 months; those who used service rated it significantly higher than those who didn't.

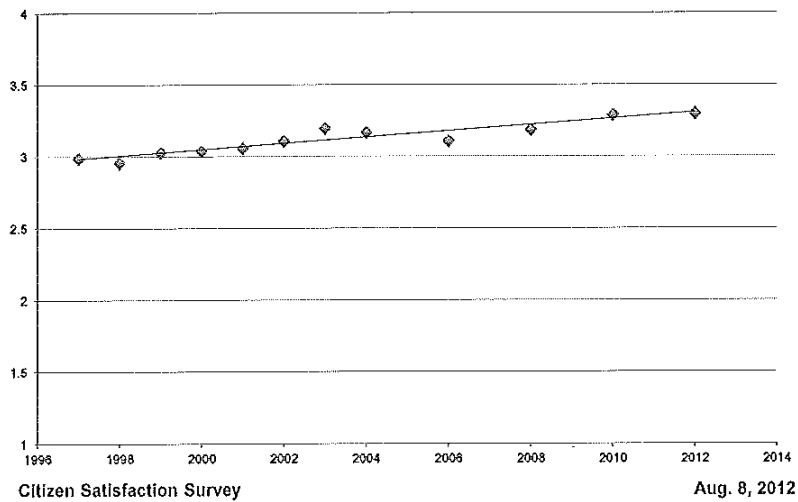
Citizen Satisfaction Survey

Aug. 8, 2012

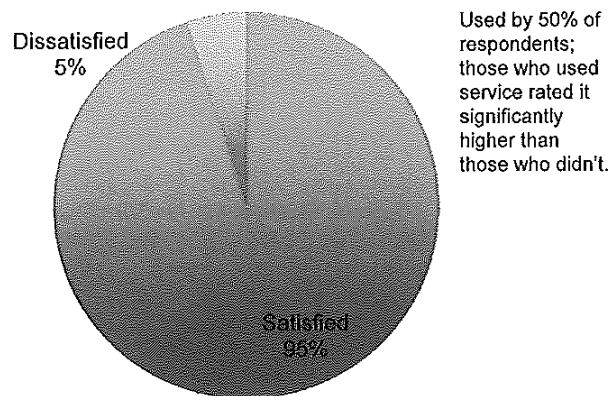




Curbside recycling



311 Call Center

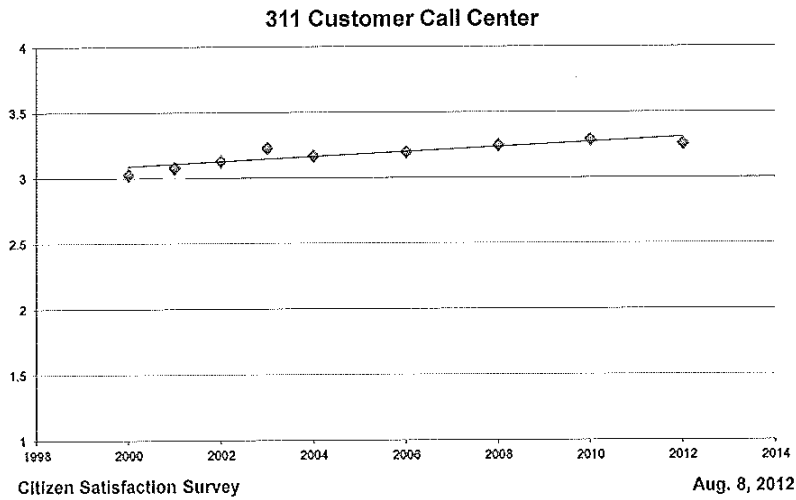


Citizen Satisfaction Survey

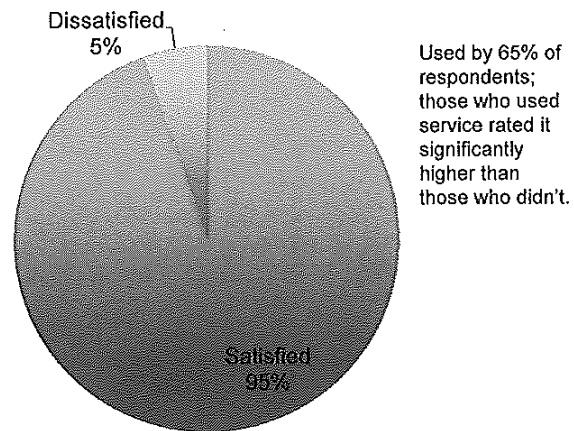
Aug. 8, 2012



311 Customer Call Center



Public libraries

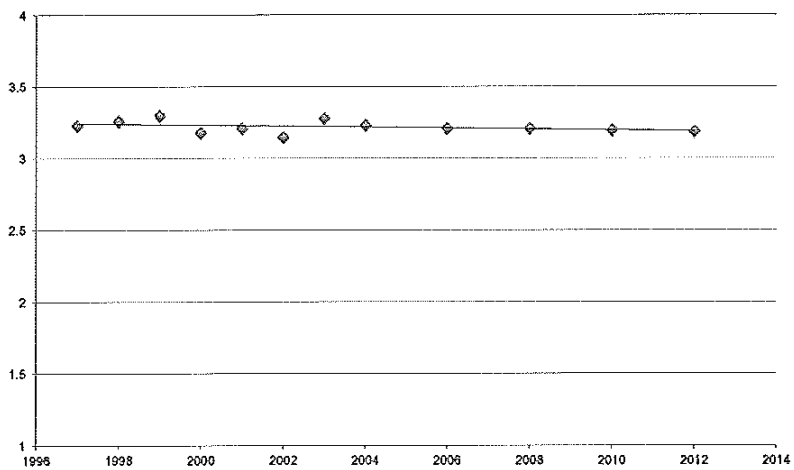


Citizen Satisfaction Survey

Aug. 8, 2012



Public libraries

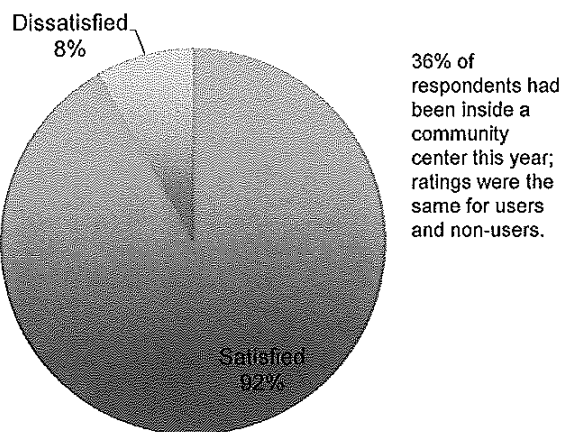


Citizen Satisfaction Survey

Aug. 8, 2012



Community centers



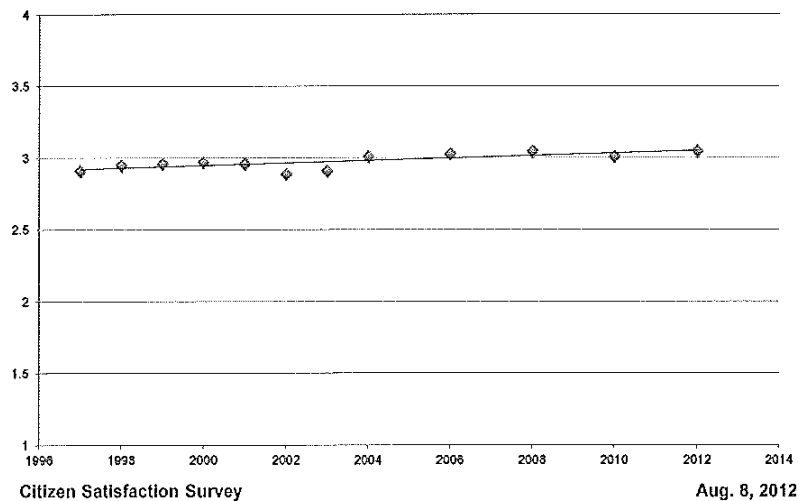
36% of respondents had been inside a community center this year; ratings were the same for users and non-users.

Citizen Satisfaction Survey

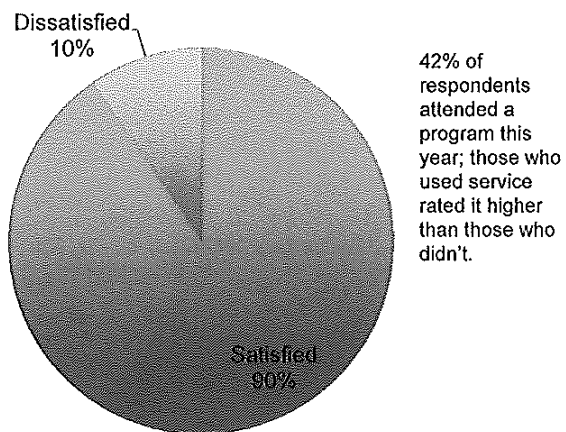
Aug. 8, 2012



Community centers



Cultural & arts programs

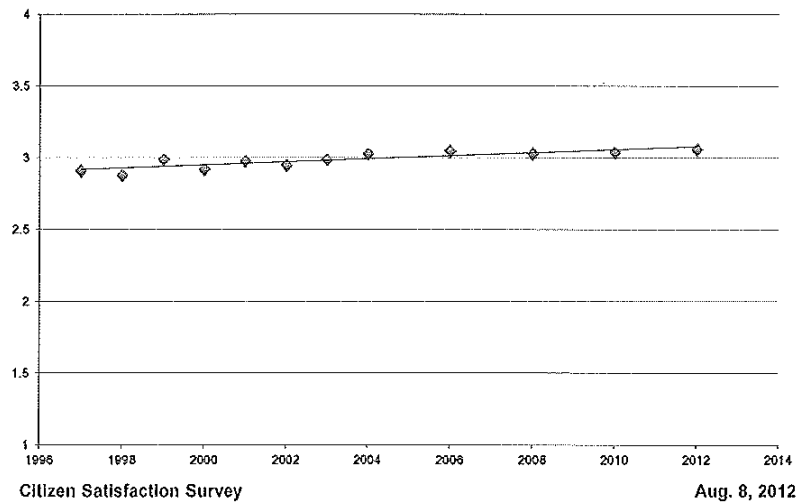


Citizen Satisfaction Survey

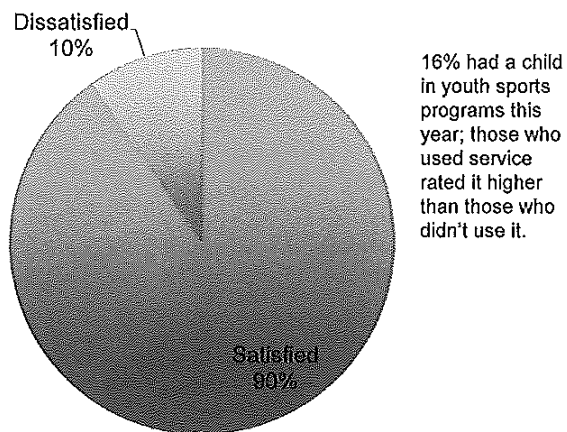
Aug. 8, 2012



Cultural & arts programs



Youth sports

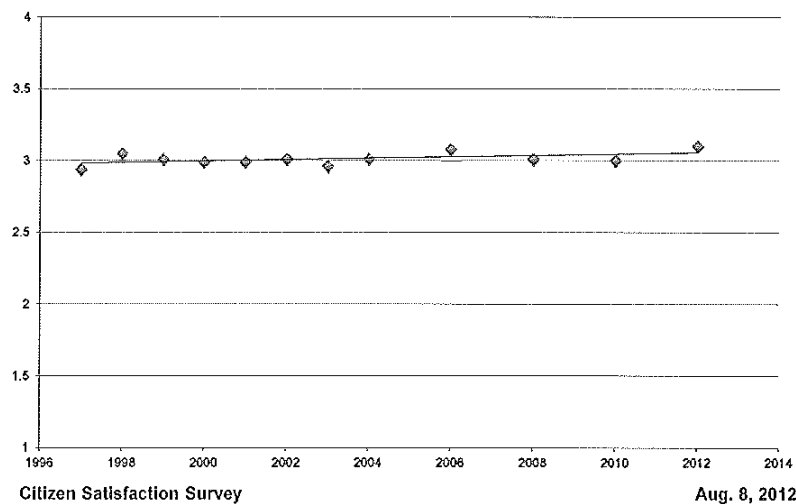


Citizen Satisfaction Survey

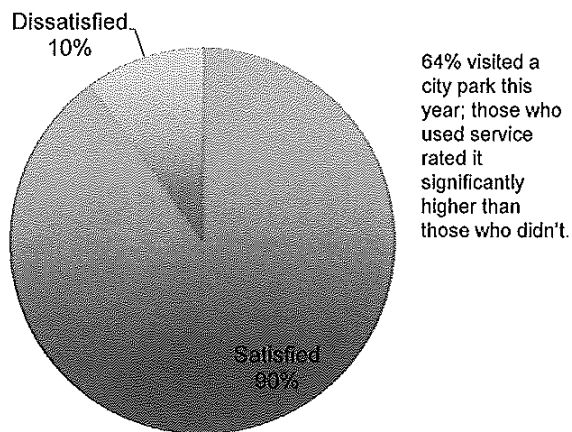
Aug. 8, 2012



Youth sports



Parks

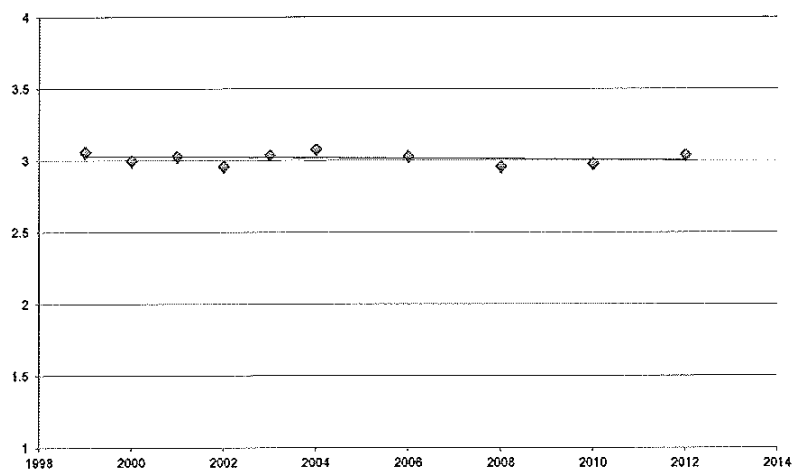


Citizen Satisfaction Survey

Aug. 8, 2012



City parks

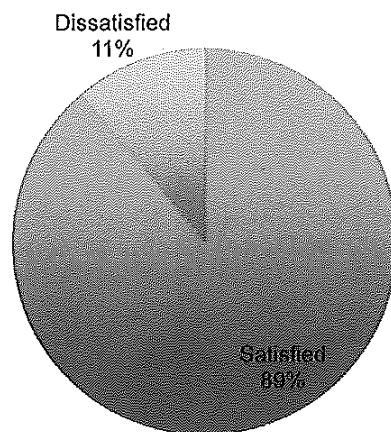


Citizen Satisfaction Survey

Aug. 8, 2012



Parenting programs

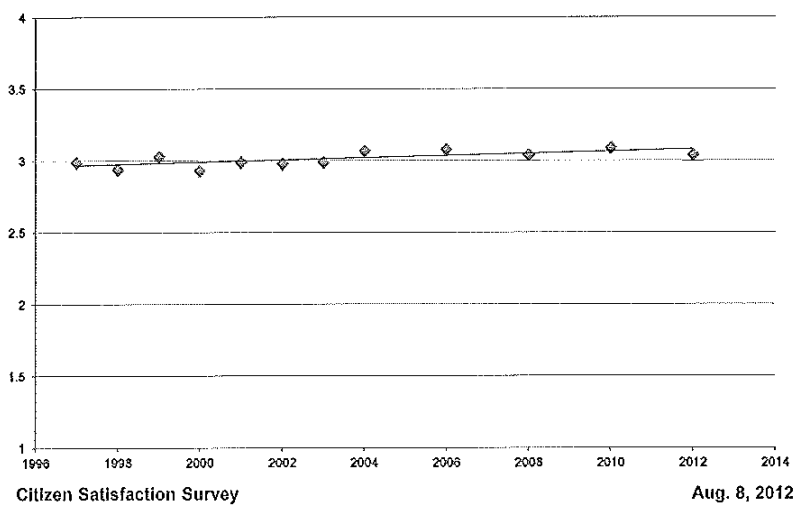


Citizen Satisfaction Survey

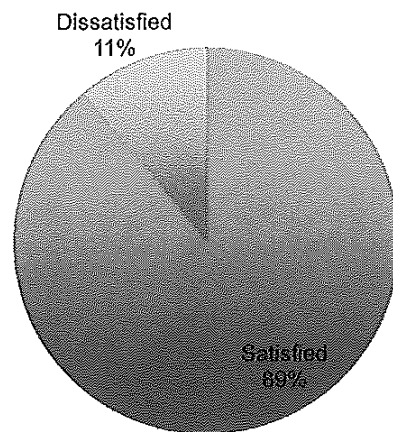
Aug. 8, 2012



Parenting programs/resources



Public health

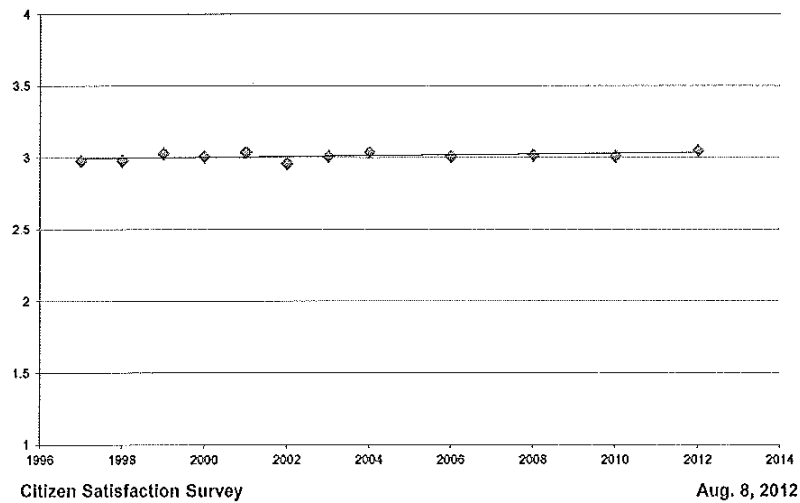


Citizen Satisfaction Survey

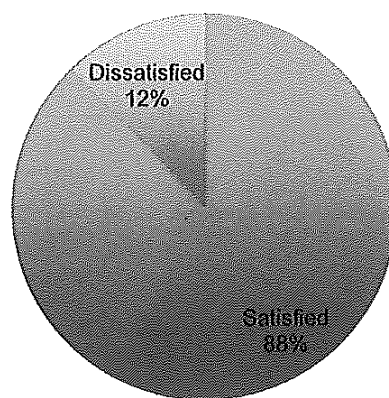
Aug. 8, 2012



Public health



Applying for a permit

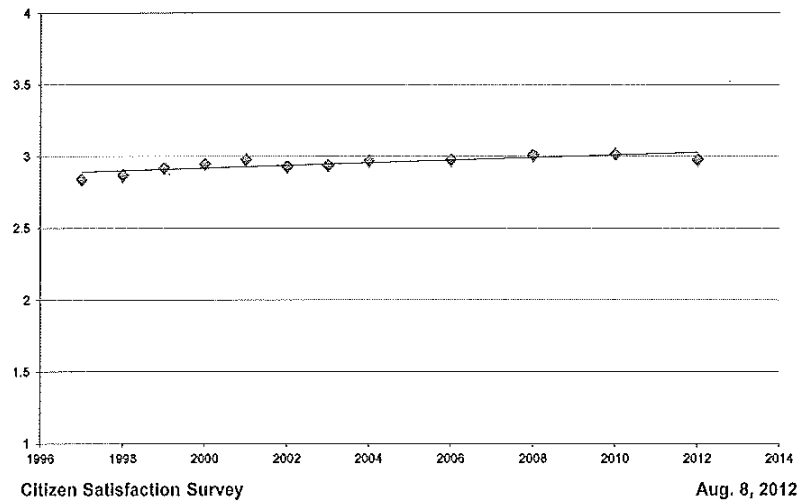


Citizen Satisfaction Survey

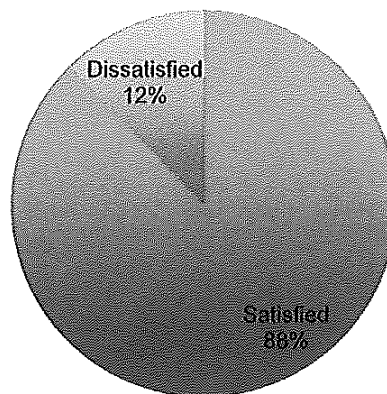
Aug. 8, 2012



Applying for a permit



Hampton Coliseum entertainment



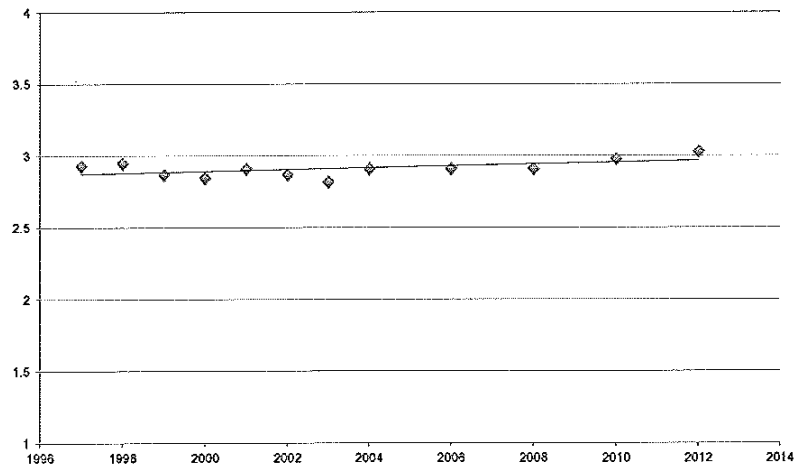
44% had gone to Hampton Coliseum; those who used it rated it significantly higher than those who didn't.

Citizen Satisfaction Survey

Aug. 8, 2012



Hampton Coliseum entertainment

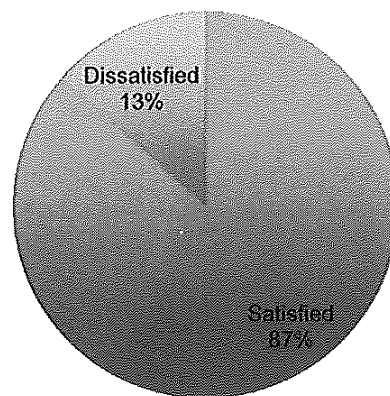


Citizen Satisfaction Survey

Aug. 8, 2012



Social services

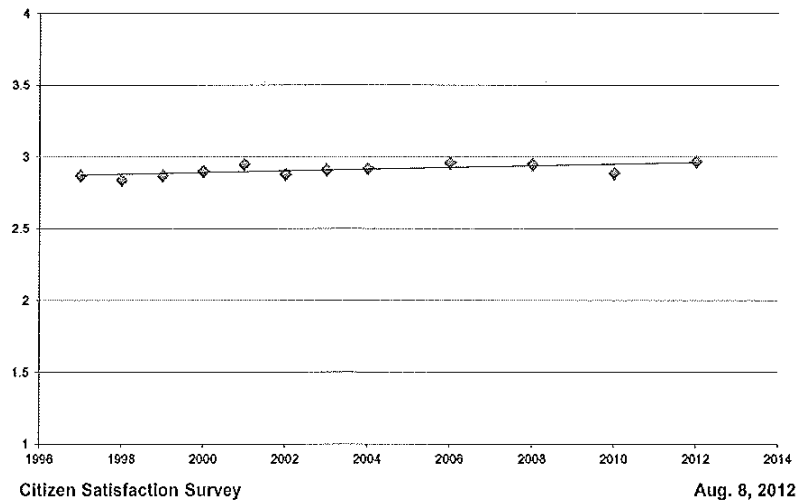


Citizen Satisfaction Survey

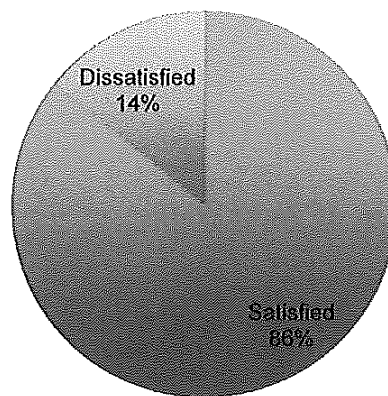
Aug. 8, 2012



Social services



Encouraging appreciation of diversity

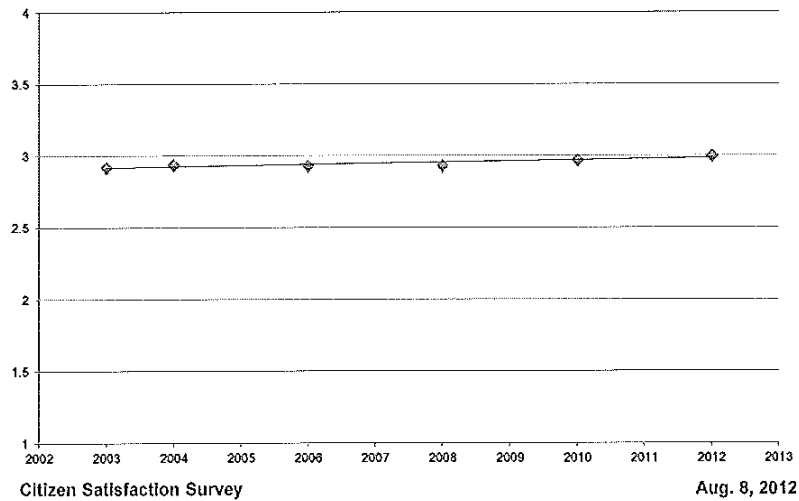


Citizen Satisfaction Survey

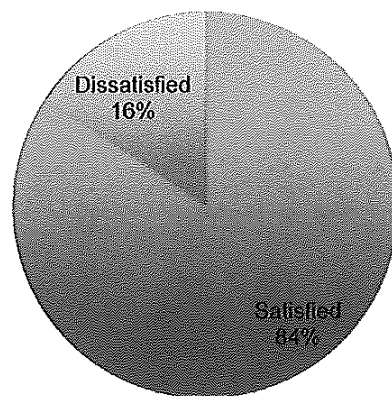
Aug. 8, 2012



Encouraging appreciation of diversity



Adult recreation activities



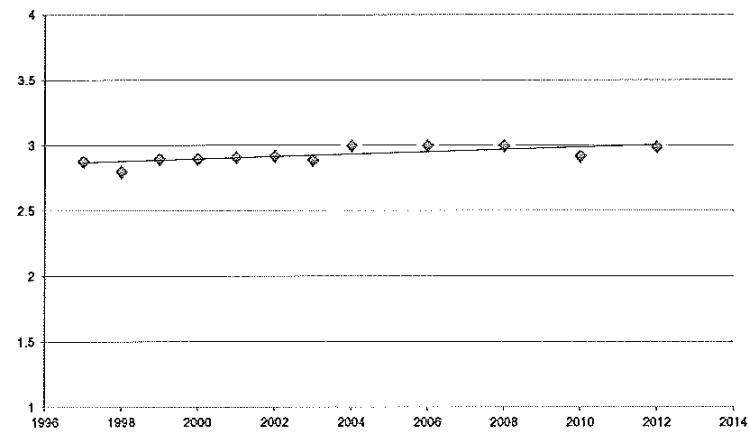
Used by 16% of respondents; those who used service rated it significantly higher than those who didn't.

Citizen Satisfaction Survey

Aug. 8, 2012



Adult recreation

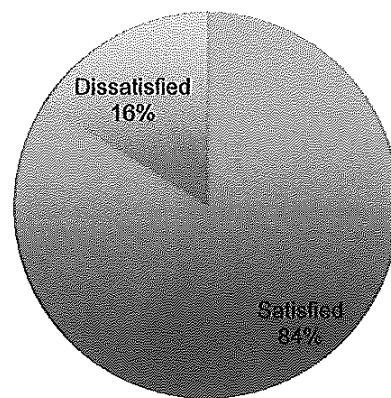


Citizen Satisfaction Survey

Aug. 8, 2012



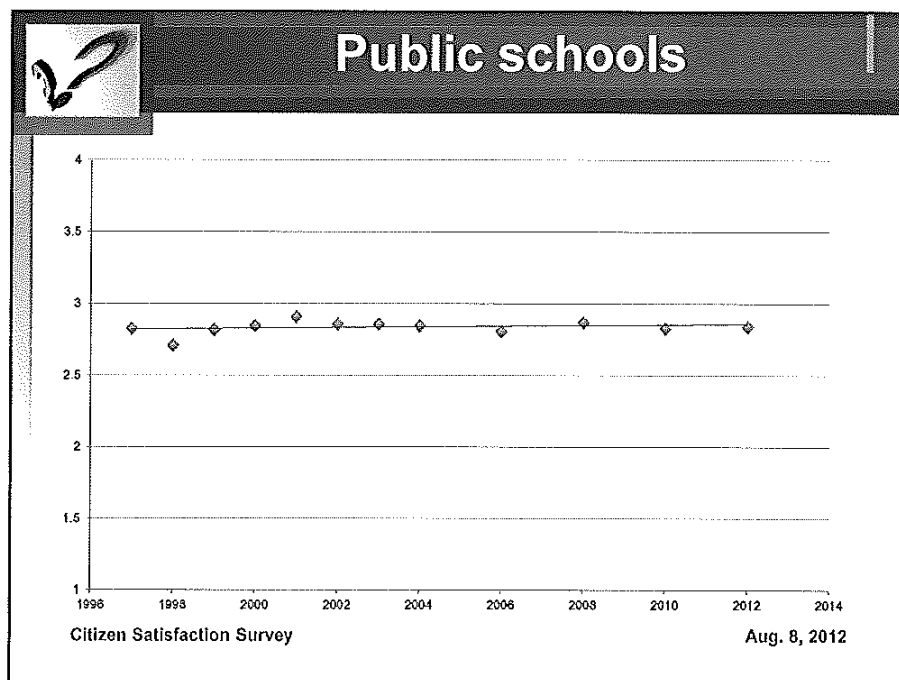
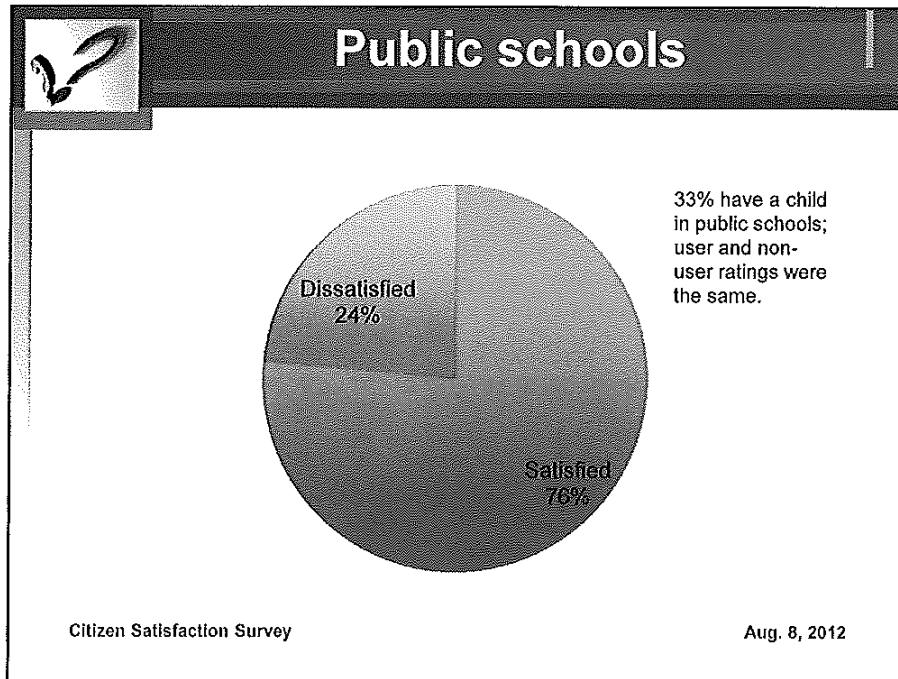
Public beaches



New question not asked previously.

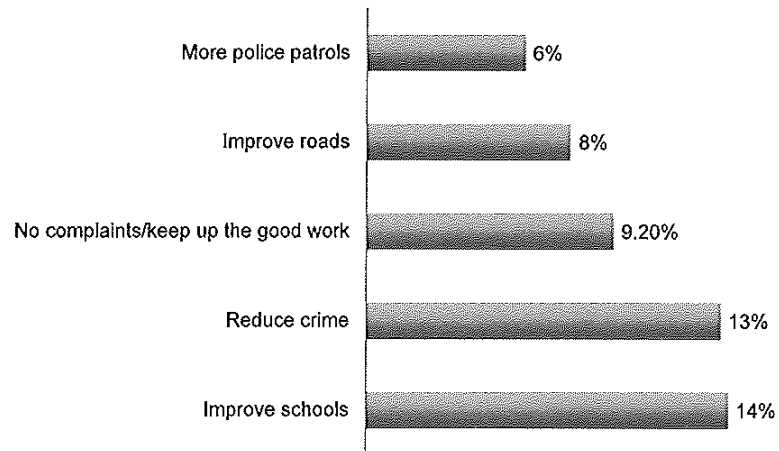
Citizen Satisfaction Survey

Aug. 8, 2012





One thing on which the city should focus?



Citizen Satisfaction Survey

Aug. 8, 2012

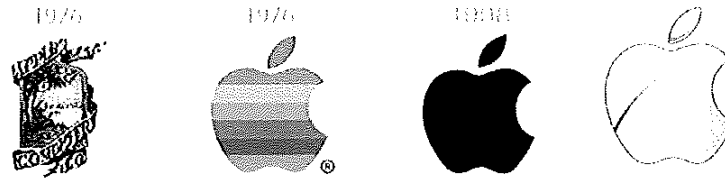
What is your Hampton?

How do we “brand” our community?

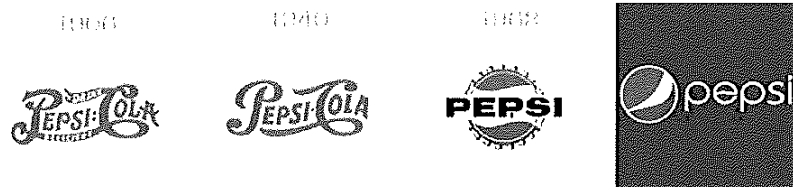
Evolution of some logos



Evolution of some logos



Evolution of some logos



Other Local Cities

Chesapeake
VIRGINIA

Newport News
Where Great Things Are Happening

SM
THE CITY OF
PORTSMOUTH

Suffolk
VIRGINIA
It's a good time to be in Suffolk.

York County
VIRGINIA
Don't Go to the South

NORFOLK

VB
Virginia Beach

James
City
County
VIRGINIA
Jamestown
1607

Official seal

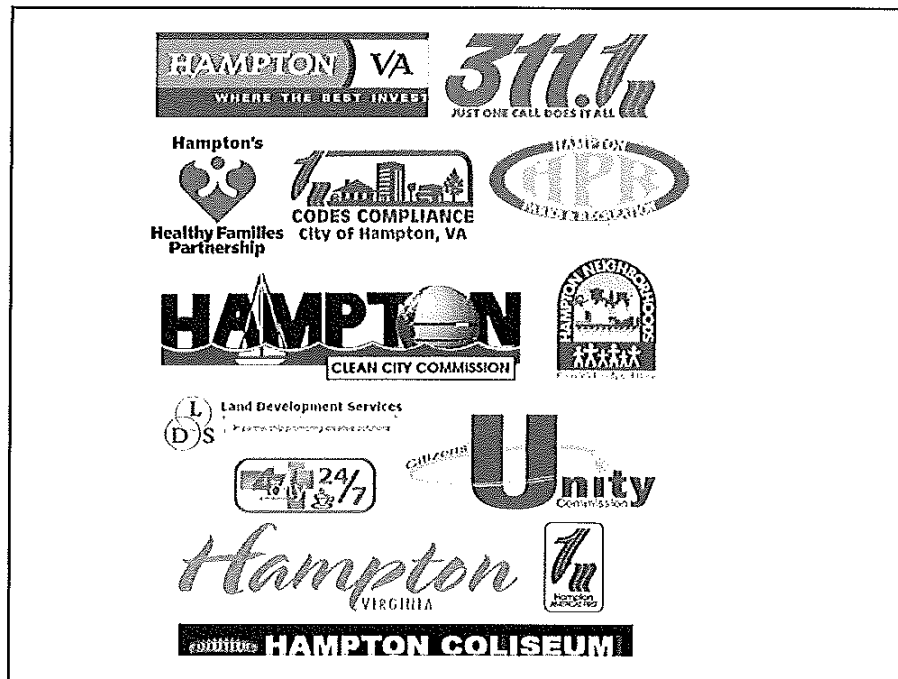


Evolution of our logo



Evolution of our logo





What is Hampton?

Here are the things you said you loved about Hampton:

- History/firsts
- Waterfront/water
- Home/family
- Beach
- Community
- Diversity
- Progressive
- Options

What is Hampton?

- Here are the values that consultant Yaromir Steiner said were common to the people he interviewed about Hampton:
 - Attached to its history
 - Defined by its waterfront
 - Rooted in diversity
 - Anchored by technology
 - Community activism

The drawing board & back

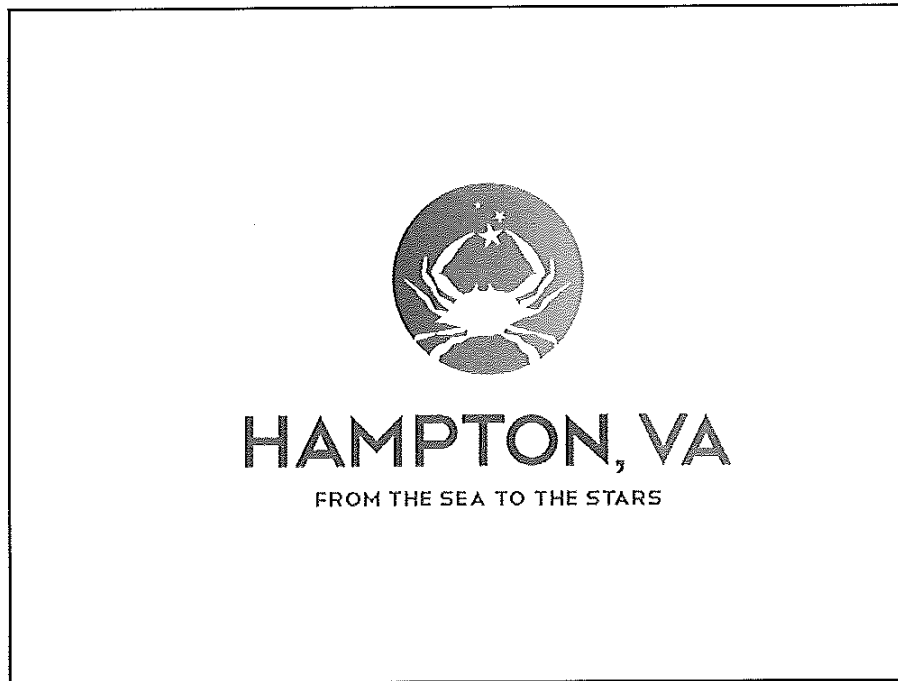


What comes next?



HAMPTON VA
From the Sea to the Stars®





What is Hampton now and for the next decade?

 HAMPTON VA <i>From the Sea to the Stars</i>	 HAMPTON, VA FROM THE SEA TO THE STARS
 HAMPTON VA <i>From the Sea to the Stars</i>	 HAMPTON, VA FROM THE SEA TO THE STARS

Give us your opinion at hampton.gov now